

# Salon Owner Secret Confessions

Produced Just for Salon Owners

January 2010

*It's the juicy must-read industry gossip salon owners asked for - Brought to you by Worldwide Salon Marketing*

## Salon Celebrities - Look who we caught up with this month...



Page 2 - Interview- "She found out that her husband is having an affair..."

Emily Maguire, owner of Serene Hair in ACT, tells us...

"She's just found out that her husband is having an affair, and the other telling us that she's having an affair and happens to be the mistress ..."

*... read more on page 2.*



Page 3 - "I had queues outside my door for the first 2 hours!"

Susan Anderson, owner of Lillian Mac Skin Clinic in Queensland, tells us...

"I had queues outside my door for the first two hours and then the rest of the day was solidly constant, I did not move from my front counter all day..."

*... read more on page 3*



Page 4 - "...from attracting 10 new clients per week to 15-20 new ones..."

Leiza Cester, owner of Allura Hairdressing Boutique in Victoria, tells us ...

"We have gone from attracting 10 new clients per week to 15-20 new ones. Mini-memberships sold out within 2 weeks of launch..."

*... read more on page 4*



## PLUS This Month's 2-Minute Life Make-Over...



By Annette Gomez  
Coach  
Worldwide Salon  
Marketing

Well its that time of year again...many of us promise ourselves massive action at the start of a new year, only to find ourselves giving up and falling back in to our old routines again.

Why do we give up? We normally give up as we don't have a big enough reason to make something work. We may not like the weight, we are but it's easier to stay this weight than make the effort and commitment we need to shed those extra kilo's.

Success in business is the same! It takes effort and commitment...who knows, we might just succeed, and what will society think of us then? Too hard – we give up. If you think that you deserve better in 2010, then make sure that 2010 is the year you reach your goals!

So how are you going to make 2010 your best year ever?

1. Take massive action. Nothing changes in your life until you do.
2. Have a plan. Have a clear vision of what you want to do in 2010 and work towards it.
3. Give 110% effort and commitment to your business.
4. Is fear of failure stopping you from being successful? In 2010 embrace success and conquer fear
5. Get organised and stop making excuses. Make a decision that this will be your best year yet!
6. Finally, do the things that successful people do, educate yourself, get yourself a mentor and learn from the best.

Have a safe, healthy, successful & prosperous 2010!

FREE salon marketing mini-course at [www.worldwidesalonmarketing.com](http://www.worldwidesalonmarketing.com)

## Interview: "She found out that her husband is having an affair..."

Emily Maguire from Serene Hair in Fadden, ACT tells us about salon scandals, the power of direct response marketing, and her secret caravan by the coast.

### How did you get started in the industry?

I was actually an elite athlete who had an injury that stopped me from going down that path and when I had to look at what I could do instead, I looked ahead and thought, "Well, I've got hair. I could do that." So, I started hitting the pavement looking for apprenticeships. I applied for about 30 apprenticeships and finally got one at a smaller local salon.

### \* Emily's Favourites...

#### Favourite holiday destination?

My dream holiday destination would be to go to New York. That's where I'm going next year when I have a month off! At the moment, my favourite place is my caravan down the coast.

#### Best way to relax after a stressful day?

Bottle of wine and a good book.

#### Any client horror stories?

I don't think anything can really match having two women in here talking about one having an affair and one knowing her husband has a mistress!

### What's your own personal beauty or hair regime?

I'm not your typical hairdresser. I don't spend two hours in the bathroom every day. I have hair that I'm very fortunate that I can sort of wash it and leave it if I need to, but I prefer to have my sleep than get up two hours earlier to straighten my hair. I generally shampoo, condition, pop a little bit of leave-on moisturizer in, see what it wants to do naturally. If it doesn't want to play with me naturally, then I will run the straightening iron through it.

### What's the most embarrassing or funny thing that's happened to you in the business so far?

One of the most awkward moments that I've ever had in the salon was having two women sit on opposite sides of the salon. One telling us that she's just found out that her husband is having an affair, and the other telling us that she's having an affair and happens to be the mistress of the husband of the woman that's sitting on the opposite side of the salon.

Thankfully, we did realize, myself and my other staff member, and got them out of the salon as soon as possible. We made sure that they were never in the salon at the same time ever again!

### What do you think is the biggest marketing lie told to salon owners?

I don't know that it's so much the lies that we're told. I think it's a misconception about what is marketing and what is advertising. Once you understand what marketing is, and particularly being an Inner Circle member, when you understand what direct response marketing can do for you, it will become so clear. If I had known 9 years ago what I know now, I would probably be retired already!

### What's the biggest challenge or hurdle that you've had to overcome on your journey to success?

I think, for me personally, it's been the criticism that I did receive at a young age. That was something that I was really determined to overcome. Because I was so young coming into my own business, proving to the public that it didn't matter that I was only 20. I knew my stuff and I worked very hard in my own education as a hairdresser to get there. I think the hardest thing for any of the other salon owners that I've spoken to, it really does come down to your recruitment and your selection in your staff.

### What was your biggest fear about joining the program?

Probably the money that I had to invest to start off with. I was in a situation where I had to do something for my business before I lost my business. Taking that plunge of signing up and having that monthly direct debit and not being 100% sure of whether it was going to work in the long-term or not. Because I think with any new thing, sure you get happy and excited and motivated by what you're doing, but only your own self-motivation is going to keep that going. So then, I guess, just to find the money was a big thing for me because we didn't have it in the first place.

### Have you noticed a change in your clients or your staff members since becoming an Inner Circle member?

My staff, I think, are more aware of what they need to be doing to keep a client happy. They're more aware of why, as a salon owner, we do what we do because I keep them in the loop a lot more now



Emily Maguire, owner of Serene Hair in Fadden, ACT

than what I used to. I explain, not just that we're doing it, but why we're doing it and what clients that we're hoping to attract by running a particular promotion.

### What have you found to be the best strategies to keep you motivated and focused?

The best thing I did was hire someone to help me do it. I actually hired someone to do the bookwork, the marketing, making the phone calls to the printers, calling the people that have to do the pamphlet deliveries. Someone to keep me on my toes. I still work on the floor by choice. If I had wanted to have a day off or a week off, at no matter how short of notice, that the business wouldn't fall apart without me. That's where hiring someone to help me do it has made life so much easier. When you see the results that you're getting.... I was blown away.

When we started looking into the program and people were saying they made \$60,000 in ten days from a particular promotion, I'd think "They're kidding themselves." But I rang people! I rang people that had given testimonials for the program to make sure that they were all there because I was sure they were kidding themselves.

### How have you rewarded yourself since achieving all this success?

I think knowing I can walk out the door and know that the business won't fall apart. It's peace of mind, and I felt so comfortable that I went and bought myself a caravan down the coast, that when I want to walk out the door I've got somewhere to walk out the door to. I don't even have phone reception!

These salon owners are all part of the Worldwide Salon Marketing Inner Circle – a global network of salon owners who took their salons from struggling to successful. If YOU want to join this amazing group, fill out the purple form TODAY, & become a success story too!

## "I've joined the Inner Circle...it has changed my life!"



Inner Circle member Lucyanne Tipoki, owner of Xpertise Hairdressers in Kaikohe, NZ



New Zealand Salons!



I MUST SAY I LOVE BEING IN THE INNER CIRCLE PROGRAM!!!

I received a flyer in the mail and what caught my eye were the words, "Secret to Success and Roads to Riches" on the flyer. But I put the flyer down and completely forgot about it until the next flyer came in the mail 2 weeks later.

I re-read the flyer again and I took action and joined the Inner Circle program. I had attended the seminar in Auckland last year and I was very impressed and learnt a lot in that short amount of time. I didn't join that day because I had been in overdraft and out of credit for a few years.

I knew I was going to join somehow. It took me almost another 6 months since seeing the program to join and I must confess I was trying to come up with my own ways of writing ads and letters but after hours and hours of working it out, I just gave up and thought blow it, I am just going to join, (knowing that Worldwide Salon Marketing has already done the written work for all their members).

So since I've joined the Inner Circle program it has added a whole new outlook on how to run a more exciting, fun, stress free business. It has changed my life. It almost feels

like I've just opened up a brand new business and it feels like I'll do 100% plus better than the last 20 years.

It's great receiving heaps and heaps of already proven ads or ideas from other members. I love it as it's almost like everyone is about helping each other out.

My most successful campaign so far was the "Unlimited Free Foils" deal. I put the ad in our local Northern News and it cost \$200. Within 3 days I had sold 25 unlimited foils packages and made \$2,200 extra in turnover. 10 out of those 25 clients were upgrades too so I increased my average client spend and 15 of these people have become regular clients.

The people in the far north thought I had won lotto. To give away something for free in the far north is very rare. People thought I was crazy. (It has been a big eye opener to potential clients offering value for money in my ads because it has hardly been done in the hair and beauty industry). But hey they took the offer and it has been an amazing response.

The phone kept ringing for weeks and still does. I am known now for 'Hey are you the salon that always offers amazing packages'. It's cool and I am happy to say 'YES I've always got something free to give away'."

## "I had queues outside my door for the first two hours !"



Inner Circle Member Susan Anderson, Lillian Mack Skin Clinic, Queensland NZ

Susan Anderson of Lillian Mac Skin Clinic in Moranbah, Queensland has been pinching herself over how her salon business has been transformed.

Logging into the Members Only 'sealed section', Susan downloaded a special Gift Voucher offer many of our Inner Circle members had been running successfully in the lead-up to Christmas, and advertised it in the local newspaper last week.

She was almost knocked over in the rush...

"I had queues outside my door for the first two hours and then the rest of the day was solidly constant, I did not move from my front counter all day, even had one of the local coffee shop ladies bringing me coffee for free!! ...and congratulating me on such a fantastic idea, we were the talk of the town!!

They have been on sale for 4 days and we've sold \$24,980 worth of Gift Vouchers, and seen lots of new faces come into the salon so will have gained quite a few new clients...I am over the moon."



If you want the same success, you've got to join the Inner Circle Marketing & Mentoring Program. Fill out the purple 'Inner Circle 30 Day Trial' form today, and become an Inner Circle Member!

“...from attracting 10 new clients per week to 15-20 new ones”

Leiza Cester, owner of Allura Hairdressing Boutique in Berwick, VIC, tells us how she manages to juggle 3 children and run a salon at the same

**How did you get started in the hair industry?**

I started at the age of 13, working part time, sweeping floors and serving coffee

**What is your own secret to great hair?**

Keep it simple! Don't play with it too much and have a clear direction of where you want to go.

**What is the best industry advice you ever received?**

Work on your business, not in it.

**\* Leiza's Favourites...**

**Favourite holiday destination?**  
Fiji and Darwin

**Best way to relax after a stressful day?**  
Feet up with a glass of wine

**Can't-live-without salon tool or product?**  
The emails and the CD's – I listen to the CD's in the car – it inspires me.

**What has been the best, and worst, part of being a salon owner?**

Best part of being a salon owner is the flexibility you have, especially working around 3 kids. Worst part is expecting a marketing promotion to really take off and it flops.

**If you could travel back in time and give yourself some advice, what would it be?**

Believe there is light at the end of the tunnel – especially when you are first starting out. If its to be it's up to me is the best attitude to have.

**What are two of the most important rules or ideas you have implemented in your business?** Systemization is imperative and consistency.

**Before you became an Inner Circle member did you have any disastrous marketing campaigns?** Loads – I thought I was doing great until I started using the

Worldwide Salon Marketing toolkit.

**What has been the best result so far from any Worldwide Salon Marketing campaign you have ran so far?**

Queen of Referrals, Mini Memberships and the Dog Letter (as we call it) that we send to clients that haven't been in for a while.

We have gone from attracting 10 new clients per week to 15-20 new ones. Mini-memberships sold out within 2 weeks of launch, and we sent the Dog Letter out to 75 clients, and got 20 back.

**What do you think is the biggest marketing 'lie' told to salon owners?**

It's all about pretty pictures and branding – what a croc! You sell your branding when the client enters the door.

**What are the two main attributes you look for when you are employing staff?** Attitude (you can't teach it) and motivation.

**What is the biggest compliment/thank you you've ever gotten from a client?**

A client sent a thank you letter to me expressing she had been with a hairdresser for 10 years, and was so fearful of trying another salon.

Her fears dissipated when she was so looked after by our team and she got the desired results instantly. She felt she was listened to in the consultation and the salon presented immaculately.

**What is the biggest challenge or hurdle you've had to overcome on your journey to success?**

Juggling 3 kids with business – I love both and am passionate about succeeding in all aspects of life. Health and family comes first, and



Leiza Cester, owner of Allura Hairdressing Boutique in Berwick, Victoria, tells us what her secret is to getting 15–20 new clients per week.

then business a close second.

**How have you rewarded yourself since achieving all of this success?**

By regularly enjoying the flexibility and enjoying life's luxuries.

**What is your personal success motto?**

Good better best! Never let it rest until your good is better and your better is your best! And make everyday a masterpiece!

**A client sent a thank you letter to me expressing she had been with a hairdresser for 10 years, and was so fearful of trying another salon...**

**If you could change anything in your salon today – what would it be?**

More space – I think it has surprised me how quickly we have utilized our space already.

**Any New Year's resolutions for 2010?**

Not for me – I am really happy with the way things are going. I am the sort of person that sets my own goals (resolutions) all the time – not just at New Year.

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